

Unit 4: Listening Practice

1  4.01 Listen to a presentation and choose the correct option.

- 1 Who is giving the presentation?
 - a a student
 - b a competitor
 - c an employee of the company
- 2 What is the subject of the presentation?
 - a a fast-food restaurant chain
 - b a brand of crisps
 - c a brand of drink

2 Listen again and decide if these statements are *true* (T) or *false* (F).

- 1 'Chips' and 'crisps' sometimes mean the same thing. _____
- 2 The speaker talks about social media as part of a marketing strategy. _____
- 3 Lay's is the brand name used by the company all over the world. _____
- 4 The speaker highlights the importance of visual symbols in marketing. _____
- 5 The speaker attends a well-known tertiary education establishment. _____
- 6 The 'Choose a flavour' campaigns are always global. _____
- 7 The campaigns have positive results for both the company and the customer. _____
- 8 During the campaign, Lay's make tens of thousands of new flavours. _____

3 Listen again and complete the notes in the table.

History	Campaign
Founded in 1932 by a(n) ¹ _____	General public asked to choose a new ⁶ _____
Merged with Fritos in ² _____	Uses different ⁷ _____ to have conversations with customers
In 1965, merged with Pepsi Cola to create ³ _____	Targets ⁸ _____ people
Still uses the original name Walkers in ⁴ _____	Improves ⁹ _____ awareness and involves loyal customers
Incorporated the name Walkers into the global Lay's ⁵ _____	Good marketing ¹⁰ _____ for the 21st century